

WDBS DARTMOUTH BROADCASTING SYSTEM

49 ROBINSON HALL · HANOVER · NEW HAMPSHIRE · TELEPHONE 30

Sept. 18, 1949

STATION MANAGER
Smith College Radio
Smith College
Northampton, Mass.

Dear Station Manager,

This seems a very formal way of starting a letter, but in as much as I don't know who you are, it will have to do. I am writing you now, hoping that this will get to you in time for you to take action if you so desire. Here's the story:

WDBS is planning to carry the Penn-Dartmouth game from Philadelphia by direct wire. This wire will pass within a short distance of both Northampton and Holyoke. The game will be one of the top games in the country, and one that will be of universal interest to almost all football fans. We thought that Smith and Holyoke might be interested in carrying our broadcast directly from Franklin Field. I don't have to emphasize the prestige value to the stations involved. Because of the nature of your school you would naturally not have much chance to do remotes of this type. It would be a simple thing to arrange and very inexpensive from your point of view. We would cover all the line costs from Philadelphia. Your only expense would be for installation of lines and perhaps a few dollars for any extra distance between your station and the line terminals. The entire cost would be somewhere in the neighborhood of \$20. The broadcasters would mention the fact that this is a "network hook-up" and would pause for station identification. A little publicity work on your part around the campus would insure a good listening audience, we feel sure. The game is scheduled for Saturday, Oct. 1.

If you are interested please let us know immediately and ###

Sept. 18, 1934

Mr. J. W. Brown
Wells College
Northampton, Mass.

Dear Mr. Brown:

This is a very interesting way of extending a station,
but in my opinion I don't know how it will work. It will have to be
an existing station now, having some time to get to you in time for you
to take action in an emergency. Here's the story:

This is a plan to carry the term - the term - from this
station by direct wire. This wire will pass within a short distance
of both Northampton and Holyoke. The wire will be one of the top
wires in the country, and one that will be of universal interest to
almost all football fans. It is thought that this and Holyoke might be
interested in carrying out broadcast directly from this station.

I don't have to emphasize the great value to a station involved.
Because of the nature of your school you would naturally not have
much chance to be reached by this wire. It would be a simple thing
to establish a very direct line from the point of view. The wire
cover all the line from Northampton. Your only expense would
be for installation of lines and perhaps a few dollars for any extra

distance between your station and the line terminals. The entire
cost would be somewhere in the neighborhood of \$20. The broadcast
would include the fact that this is a "network hook-up" and would
allow for station identification. A little publicity work on your
part would be enough to make sure a good listening audience. We feel
sure the wire is suitable for many other uses.

If you are interested please let us know immediately and will

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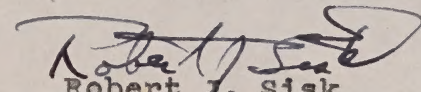
we will take ### steps to inform the telephone company and arrange the technical details. Our technical director informs me that there would be no difficulty at all from your end if you have the equipment for receiving remote broadcasts.

The broadcast incidentally is being done as a public service broadcast through the backing of the Dartmouth Undergraduate Council, thus there will be no unwanted advertising on our part. If everything is not clear please contact me either by writing to the station or calling Hanover 1070 person to person for me or co-station manager Dick Hollands.

I hope we can work out some sort of arrangement, something that might be done again when Dartmouth plays Princeton, Yale, and Columbia. If you want to find someone to sponsor your expenses, that might be arranged also, by our sportscasters returning to the stations for one minute intervals at times throughout the game.

I apologize for the typing and the incoherency, but speed is of the essence.

Sincerely,


Robert J. Sisk
STATION MANAGER WDBS

Sincerely,
Patricia Tuins
✓ Executive Sec.
✓ By direction
Patricia Bradford
Station Manager

We will make the steps to inform the public company and arrange
the technical details. The technical director informs me that there
would be no difficulty at all from your end if you have the equipment
for receiving remote broadcasts.

The broadcast is essentially as being done as a public service
broadcast service. The only thing of the kind is the broadcast service.
There will be no unwanted advertising on our part. If everything
is not clear, please contact me either by writing to the station or
calling me over. I am a person for me or co-station manager.
Sincerely,
Dick Hollings.

I hope we can work out some sort of arrangement, something
that might be done again when the time comes, like, and
Columbia. If you want to find so much to suggest your expense,
that might be arranged also, by our association returning to the
stations for one minute intervals at times throughout the year.
I apologize for the timing and the inconvenience, but need it
of the essence.

Sincerely,

Robert A. Hall